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## **Surabaya Community's Perception on the Influence of Brand Image and Price Perception on the Decision to Purchase Nevada T-Shirt**

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### **Abstract**

Price is the value given in exchange for goods or services. Consumer perceptions about the price product can be a product quality standard based on the value offered by that price. From the phenomena obtained from researchers about consumer needs and desires, complex consumer desires and needs demand comfort and good value from clothing products. Nevada is one of the leading fashion product brands which is an exclusive product of PT Matahari Department Store (Matahari). Therefore, Therefore, riset

seeks to ascertain how perceptions of brand image and pricing impact decisions to buy Nevada t-shirts. The sample for this study consisted of 50 respondents who had utilized Nevada T-shirt goods in the Surabaya region. Purposive sampling was employed during the sample process. PLS, or partial least squares, is the analysis method employed. According to the research's findings, factors influencing purchasing decisions include brand perception and price perception.

**Keywords:** Brand Image, Perceived Price, Purchase Decision, Nevada

### **Introduction**

Price is a specified amount of money for a particular commodity. Various methods are used in the industry to determine prices. In large industries, it is usually the division manager or product line manager who is responsible for pricing (Kotler *et al.*, 2019) <sup>[15]</sup>. Price is an element that is submitted at the time of change to obtain services or items. In the purchasing decision making process, consumers often look for information about price, which is a very important component because consumer perceptions about product prices can become product quality standards based on the set price value (Lamb *et al.*, 2009) <sup>[18]</sup>. In principle, the tighter the competition, the wider the options for customers in choosing products that suit their preferences. This has an impact on the industry, namely that consumers become careful and intelligent when assessing all products released by the industry. In achieving the industry's desire for optimal product sales through product delivery to customers, marketing activities are the main indicator for all industries. An industry must be able to understand what consumers need before launching a product.

The market must be able to understand the expectations and desires of current and future consumers. Individual consumers go through a number of steps when acquiring or purchasing goods, such as gathering information from advertisements or recommendations from others, comparing several products, and finally choosing which one to buy. This consumer behavior is an important phenomenon for commercial marketing efforts and company operations in general.

The most preferred brand is usually the brand that consumers choose to buy, but there are two things that can influence consumer intentions and choices. The market is becoming more and more competitive nowadays as apparel manufacturers are facing more and more intense competition. A brand is more than a name, symbol, image or sign that has no meaning. The brand of a product can be used as a barometer to determine whether the quality of a product is good or not. A name, word, sign, symbol, design, or mixture of these components is called a brand and serves to differentiate the goods or services of one or more vendors from those of their competitors (Kotler, 2000) <sup>[11]</sup>.

Brand image is influenced by attitudes, beliefs, and consumer brand choices. Customers are more likely to make a purchase when they have a favorable opinion of the brand. Building a positive industry reputation also requires strong brand development. According to Kotler's 2000 definition, an image is a collection of assumptions, ideas, and impressions that a person has of a certain thing. One of the brands that has succeeded in creating a positive impact on consumers, thus attracting a lot of interest, is the clothing brand Nevada.

Society considers the brand as an important element in the product, and this brand can provide added value to the product. Although competitors may offer similar products, they cannot match the same emotional promise.

From research results that reveal complex consumer needs and desires, it is clear that consumers expect comfort and high value from clothing products. To answer this need, clothing products such as Nevada emerged. This was due to the perception that apparel without big names was less able to satisfy the increasingly diverse desires of consumers. Consumers also consider brand image when making judgments about what to buy, in addition to the comfort and design features Nevada provides. This is because brand image can provide value to consumers, so every industry must develop an efficient marketing plan to reach its target market.

Nevada is one of the leading fashion product brands, and this product is exclusively available at PT Matahari Department Store (Matahari). Over the past five years, from 2017 to 2022, Nevada T-shirts have always been ranked first as the brand most desired by consumers. This is based on data collected from the algorithm on the website's Top Brand Index. The Nevada T-shirt line has maintained its top position for the fifth year in a row. This study aims to analyze how brand image and price perceptions affect purchasing decisions for Nevada brand T-shirts.

## Literature Review

### *Brand image*

Brand image often includes the image of a product, industry, or brand that we construct in our minds. A bad image can result in the perception that the product lacks quality, so customers can feel frustrated over even small mistakes. While there may be tolerance for one error, customers may not allow repeated errors. In the process of forming a brand image, we enter a realm of perception where this image becomes a relatively consistent idea over the long term. Although creating this image is not simple, once formed, the image is difficult to change (Simamora, 2004) [24]. Therefore, it is important to understand the definition of the image itself. According to Simamora (2004) [24], the abstract character of the concept of an image makes it easy to understand but difficult to explain methodically. According to Kotler (2002) [12], the image of an industry or product is a social view of it. The type of association that people make when they think of a particular brand is known as brand image. Similar to how we perceive other people, the link may be a specific idea or image associated with the brand. Brand image is a product of consumer views of the brand, not something that is deliberately created by marketers.

Based on the views of experts, it can be concluded that brand image plays an important role in influencing consumers' views about a particular product, industry or brand. A positive image contributes to a quality view of the product, while a negative image can produce an adverse view of the product and influence consumer purchasing interest. The process of forming a brand image takes a long time and becomes difficult to change once the image is formed.

### *Price Perception*

Perception is a process by which individuals filter, organize, and interpret information from the stimuli they receive to form an overall picture. Price refers to the amount charged

for a product, both goods and services. In general, price includes all the value that is given by the customer to get the benefits of owning or using the product (Kotler, 2010) [13]. Price perception is the way consumers see prices as expensive or cheap. This has a significant impact on purchase intention and satisfaction during the purchase process (Cockrill & Goode, 2010) [6]. Perceived price is a psychological factor that influences consumer reactions to prices and is an important consideration in purchasing decisions. Consumers interpret the expected value and price attributes of goods and services when evaluating products, and consumer behavior itself influences this evaluation process (Malik *et al.*, 2012) [19]. Price perception includes consumers' understanding of price information and giving meaning to it. Perceived prices affect public opinion regarding the fair price to be charged for a product because consumers can compare published prices with prices they anticipate or imagine (Olson & Peter, 2014) [20]. Price perception according to Firmansyah (2019) [9] is based on how well customers understand and interpret price information. The strategy used to understand price perceptions is information processing (Firmansyah, 2019) [9]. From the point of view of experts, it can be stated that price perception involves consumers' understanding of price information and gives them deep meaning about what is expensive or cheap for them.

### *Purchasing Decision*

Consumers continuously make decisions related to the choice, purchase and use of products or services (Bettman *et al.*, 1991) [3]. Technological changes and ever-increasing competition result in a changing number of alternatives. The most abundant information is provided by advertising, packaging, salespeople, and recommendations from friends, as mentioned by Bettman *et al.*, (1991) [3]. Consumers are often faced with many choices, making purchasing decisions difficult but very important for consumers, marketers, and policy makers (Bettman *et al.*, 1991) [3].

Various factors influence consumer behavior in certain situations. Bakshi, (2012) [2] argues that characteristics such as age, income, and education influence consumer behavior when it comes to purchasing decisions. On the other hand, Bettman *et al.*, (1991) [3] argue that the complex consumer decision-making process has raised questions about how consumers develop and use strategies when making decisions, how prior knowledge influences choices, and how consumers adapt to different decision settings. The consumer decision-making process is one of the most academically researched areas of marketing over the past several decades (Stankevich, 2017) [25]. These theories have identified many examples when consumers do not always make sensible decisions. (Stankevich, 2017) [25]. Many studies emphasize that consumer behavior is strongly influenced by the decision context they face (Stankevich, 2017) [25].

Over time, researchers have developed various models of the consumer decision-making process. Simon's model, proposed by Herbert Simon in 1959, conceptualizes the decision-making process in three distinct stages of activity: intelligence activity, design activity, and choice activity. This process is cognitive in nature and is classified into simple steps.

Engel *et al.* (1968) [8] created a broader model of the consumer decision-making process, as cited in Stankevich's

(2017) [25] research. The model has four parts: input, information processing, decision making, and variables that influence decision making. This model includes five steps: identify a need, search for information, consider options, make a purchase, and act on the information you find. The model provides a conceptual framework for understanding consumer behavior when encountering various brands.

From this it can be concluded that a deep understanding of consumer behavior and decision-making processes will help marketers and industry to develop marketing strategies that are more effective and relevant for their target market..

**Relationship between Variables**

**1. The Linkage between Brand Image and Purchase Decision**

According to Kotler & Keller (2012) [17], brand image is an image and belief that is in the minds of consumers, reflecting the associations embedded in consumers' memories. Brand image has a significant impact on the product or service. For this reason, brand image has a close relationship with consumer convenience, which ultimately influences purchasing decisions. Research conducted by Anggraeni & Soliha (2020) [1] actually supports the idea that brand image variables have a beneficial and significant impact on purchasing choices. The results of this study reveal that the influence of brand image can be explained through several factors, such as brand recognition factors, name or logo factors, and respondents' interest factors. Thus, it can be concluded from this study that brand image has a positive impact on purchasing decisions.

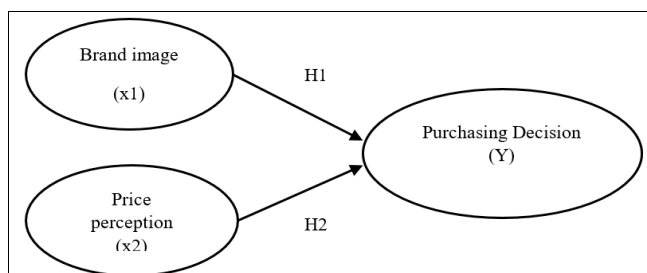
H01 = There is evidence that Brand Image has a positive influence on Purchase Decisions for Nevada T-Shirt products

**2. Relationship between Perceived Price and Purchase Decision**

According to Peter & Olson (2000) [21], "price perception" refers to how customers interpret and give deep meaning to price information as a whole. As a result, consumers' happiness levels, which in turn influence purchasing decisions, are directly correlated with price perceptions. Based on the research findings of Anggraeni & Soliha (2020) [1], the price perception variable turns out to have a good influence on purchasing decisions. The higher the influence on consumer interest in purchasing a product, the better their perception of the price offered. Therefore, from this research it can be concluded that price perceptions and purchasing decisions have a positive relationship.

H02 = There is evidence that price perception has a positive influence on purchasing decisions for Nevada T-shirt products.

**Conceptual Framework**



Sumber: Data Olahan

Fig 1: Conceptual Framework

**Research Methods**

This research is a quantitative study that uses Partial Least Squares (PLS) as a data analysis tool. The data used in this study are primary and secondary data. According to Creswell, (2014) [7], quantitative research is a means of examining causal relationships by grouping people. Quantitative analysis of one or more independent variables was carried out to evaluate whether the treatment had an effect on the dependent variable. From February to April 2023, research was conducted in Surabaya, East Java. In conducting this research, the measurement model uses exogenous variables with endogenous variables. The following are the variables, indicators and operational descriptions in the research:

**1. Brand image (X1)**

According to Keller, (2003) [16], there are 3 factors that influence brand image, including: Brand liking, Brand Strength and Brand Uniqueness. The measurement uses an ordinal brand image scale, namely: User image (X1.1), whether you buy the Nevada T Shirt because it is well known in all circles; Industry image (X1.2), whether to buy a Nevada T-shirt because the industry is big and well-known; Product image (X1.3), does T Shirt Nevada provide a wide variety of choices.

**2. Price perception (X2)**

Price is the main element that influences consumer decisions in making purchases. In addition, price is also a key factor in determining the extent to which an industry can win market competition and achieve the desired profit level (Kotler & Armstrong, 2016). According to Kotler & Armstrong, (2008) [14] there are 3 indicators in price perception, namely: Price affordability (X2.1), whether to buy a Nevada T-Shirt because it has an affordable price; Price has high competitiveness with other similar products (X2.2), whether with the price of the Nevada T Shirt which has a lower price than other products, but the quality is not much different from other well-known brands; Is the price of Nevada T-shirts commensurate with the quality of the product provided? (X2.3).

**3. Purchasing decision (Y)**

According to Kotler & Keller, (2012) [17] Purchasing decisions are consumer actions in choosing the brand they choose from the various options available. Kotler & Armstrong (2008) [14] explained that one indicator of a purchase decision is the level of certainty that consumers have after obtaining information about a product. (Y1.1), did you buy the product because you got information on T-shirts for Nevada products so you were sure to buy; Repurchasing the product because the Nevada T-shirt fits preferences and is available at an affordable price (Y1.2); Buying products because they match their needs and desires (Y1.3); Buying products based on recommendations from others (Y1.4); Purchased a Nevada T-shirt under the influence of an ad promoting the product.

**Population and Sample**

This research focuses on the consumer population from various walks of life who use Nevada T-shirt products. The population of this study includes residents of the city of Surabaya who buy Nevada T-shirt products both through online and offline platforms. Purposive sampling, namely a

sample selection strategy based on certain criteria, is the sampling approach used (Sugiyono, 2016). The following requirements must be met by respondents in this study: have used Nevada T-shirt products, are at least 15 years old, and live in Surabaya.

**Data Analysis Method**

Dalam penelitian ini, analisis data menggunakan pendekatan SEM dengan menerapkan metode PLS sebagai alat analisis. Teknik Partial Least Square (PLS) digunakan sebagai model Persamaa dalam kerangka Structural Equation Modeling (SEM) yang berfokus pada komponen atau varian.

**Results and Discussion**

**Measurement Model and Validity of Indicators**

*Discriminant Validity*

The Average Variance Extracted (AVE) test results for the Brand Image variable (X1) reached 0.763857, the Price Perception variable (X2) reached 0.776427, and Purchase Decision (Y) reached 0.603353. All these values exceed the threshold of 0.5, indicating that all variables in this study have good validity. The following is a table that displays the results of testing the AVE value:

**Table 1: AVE**

Variabel	AVE
Brand image (X1)	0,763857
Purchasing decision (Y)	0,603353
Price perception (X2)	0,776427

Sumber: Data Olahan

*Reliability*

Composite reliability is considered better because it is able to provide a more accurate estimate of the dependence between variables in the construct.

This research uses Composite reliability to measure dependability based on this point of view. The alpha value, or Composite Reliability, as a general rule, should be more than 0.70. The following is a table of composite reliability Composite Reliability (CR) in this study.

**Table 2: Composite reliability**

Variabel	Composite Reliability
Brand image (X1)	0,906066
Purchasing decision (Y)	0,857553
Price perception (X2)	0,912208

Sumber: Data Olahan

In this study, construction reliability was measured using composite reliability values. If the composite reliability value exceeds 0.70, then the construct is considered reliable, and the indicators are considered consistent in measuring the latent variable. The results of the Composite Reliability test show that the Brand Image variable (X1) has a value of

0.906066, the Price Perception variable (X2) has a value of 0.912208, and Purchase Decision (Y) has a value of 0.857553. All these values exceed the threshold of 0.70, indicating that all these variables are reliable in the context of this study.

*Inner-R model testing*

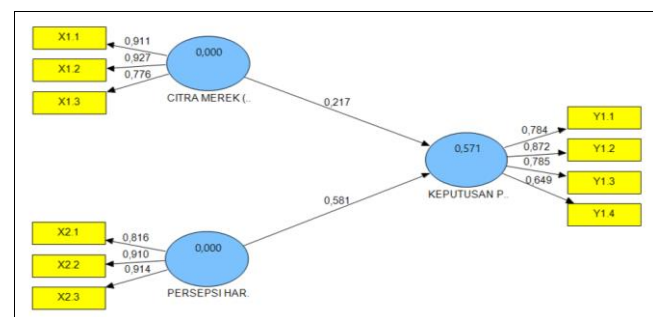
R-square on the equation between latent variables can be used to test the inner model. R-square measures how well the endogenous (bound/bound) and exogenous (independent/independent) variables in a model can be explained.

**Table 3: R-Square**

Variable	R Square
Brand image (X1)	
Purchasing decision (Y)	0,570751
Price perception (X2)	

Sumber: Data Olahan

The test results show that the value of R<sup>2</sup> is 0.570751. This means that this model is able to explain around 57.07% of the variation in Purchasing Decisions which is influenced by independent variables, such as Brand Image and Price Perception. Meanwhile, around 42.93% of the variation is explained by other factors not included in this research (variables other than Brand Image and Price Perception). In this study, the value of Q<sup>2</sup> is calculated as follows: Q<sup>2</sup> = 1 - (1 - 0.570751) = 0.570751. From this Q<sup>2</sup> calculation, it can be concluded that the research model has good predictive relevance.



Sumber: Data Olahan

**Fig 2: Diagram jalur hasil output PLS**

The loading factor value for each indicator is displayed above the arrow connecting the variable and indicator can be seen in the PLS output image above. In addition, the size of the path coefficient can be seen above the arrow connecting the exogenous and endogenous variables.

*Hypothesis Testing*

**Table 4: Path coefficients**

Variabel	Path Coefficient (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
Brand image (X1) -> Purchasing decision (Y)	0,217321	0,209142	0,092878	2,339859	0,021
Price perception (X2) -> Purchasing decision (Y)	0,581429	0,585078	0,080780	7,197645	0,000

Sumber: Data Olahan

Based on the table above, it can be concluded that the two hypotheses proposed have the following results:

1. Hypothesis 1, which states that Brand Image has a positive impact on the Purchase Decision of Nevada T-Shirt products, can be confirmed. Support for this hypothesis comes from the path coefficient value of 0.217321 and the T-statistic value of 2.339859, which exceeds the figure of 1.96 (based on the table  $Z\alpha = 0.05$ ). In addition, the P-Value of 0.021 is also smaller than 0.05, indicating a significantly positive result.
2. Hypothesis 2, which states that price perception has a positive influence on purchasing decisions for Nevada T-shirts, is also confirmed. The test results indicate a path coefficient of 0.581429, and a T-statistic value of 7.197645, which exceeds 1.96 (based on the table  $Z\alpha = 0.05$ ). Moreover, the P-Value value of 0.000 is also much smaller than 0.05, which confirms that the results have positive significance.

Thus, both hypotheses can be accepted based on the results of relevant data analysis.

## Discussion

### *The Influence of Brand Image on Purchasing Decisions*

Brand image is proven to have a positive and significant impact on purchasing decisions based on study findings from testing. The results of testing the hypothesis using factor loading values for each brand image indicator support this. Conclusion: The consumer's decision to purchase Nevada t-shirt items will be positively influenced by how well known the perception of the Nevada brand is. The industrial image indicator on the brand image variable has the highest factor loading value compared to other brand image indicators. This shows that the industry image indicator has the highest influence on purchasing decisions, which indicates that the influence of well-known industrial brands plays a very important role in making decisions about purchasing Nevada T-shirt products by people in Surabaya. Industries that already have large sizes and are well known among the public make it easy to find information about them and can also influence public opinion on purchasing decisions.

In addition to industrial image indicators, user image indicators also play an important role in improving purchasing decisions. The user image indicator refers to the consumer's perception of how users of the Nevada brand product are recognized and viewed by the public. Consumers often tend to identify themselves with the user image of a particular brand or product. For example, consumers who want to be seen following a brand that has a positive reputation, such as one that is trendy, creative, or has other positive characteristics, are more likely to buy products from that brand.

This research is in line with the results of research conducted by Prakoso in 2019. The theory according to Biel & Aaker, (1993) <sup>[4]</sup> states that Brand Image is a user's evaluation of a brand or brands in the market, which is formed through personal experience or receiving information about brand reputation from other people or the media. If consumers have a positive perception of an industry's image, they tend to believe that the product or service brands produced by the industry are of good quality and can be trusted. This can strengthen consumer perceptions of an industry and reduce the likelihood of selecting products over competitors. A well-established and

consistent industrial image can have a long-term effect on a brand. The positive impact of brand image will make the brand easy to remember by consumers and encourage the creation of loyalty. Therefore, consumers often look at the brand or industry image of a product before making a purchase. If the brand image on a product gives a positive perception, this will also affect an increase in purchasing decisions for Nevada T-shirt products.

### *The Influence of Price Perceptions on Purchasing Decisions*

Research findings reveal that price perception has a good and significant influence on purchasing decisions. The results of testing the hypothesis using the factor loading value on each price perception indicator can be used to prove this. These results indicate that consumers' perceptions of price have an impact on their decision to purchase Nevada t-shirts. The price perception variable indicator "Price conformity with product quality" has the highest factor loading value so that it shows that it has the greatest influence on consumer purchasing decisions. The Nevada T-shirt product is a superior product in the Matahari market at an affordable price and provides benefits felt by consumers. Affordable prices that are in line with the benefits provided mean that customers do not feel disadvantaged, and this can increase customer loyalty. In line with research by Firmansyah in 2019, consumers understand price information and get benefits from products. The more benefits consumers obtain at a reasonable price, the more purchasing decisions towards Nevada T-shirt products will increase.

Other indicators that influence consumer assessments of the price perception of Nevada T-shirt products are price competitiveness with similar products and price affordability. In the results of the survey conducted, Nevada products were proven to have competitive prices with their competitors in the market. Prices that can be reached by various groups make Nevada T-shirt products have an advantage in attracting the market and providing a competitive advantage among competitors.

According to Campbell & Goode, (2010) <sup>[5]</sup>, price perception is a psychological element that is influenced by a number of factors and significantly influences how consumers respond to the price of a product. Therefore, the more affordable the price of the Nevada T-shirt product, the greater the influence of perception on the decision to purchase the product. With more affordable prices, Nevada T-shirt products have the potential to be more popular with consumers and increase purchasing decisions.

This research supports the findings of previous research conducted by Alvina Rahma Anggraeni & Soliha, (2020) <sup>[1]</sup>, Prakoso, (2019) <sup>[23]</sup>, and Prabowo *et al.*, (2020) <sup>[22]</sup> indicating that price perceptions positively and significantly influence purchasing decisions. This opinion is also in line with theory (Kotler & Armstrong, 2008) <sup>[14]</sup> which describes that price perception reflects consumers' tendency to assess the integration of product benefits based on price. In addition, Cockrill & Goode, (2010) <sup>[6]</sup> also argue that price perception is a psychological aspect that is influenced by a number of factors and significantly influence the way consumers respond to prices.

The findings of this research indicate that to improve purchasing decisions, it is important for Nevada T-shirt products to provide positive price perceptions to consumers. This will influence consumers' psychology so that they tend

to buy the product. Consumers will feel satisfied if the product price is considered good and provides benefits that meet their expectations. Apart from that, Nevada T-shirt products are also considered capable of competing with various competitors. Therefore, the contribution of price perception to purchasing decisions will increase the attractiveness of Nevada T-shirt products in the market.

### Conclusion

Based on this research, according to the study description of the influence of brand image and price perception on Nevada t-shirt shopping decisions made in Surabaya:

Brand image can have a positive influence and contribute to the decision to purchase Nevada T-shirts in the Surabaya area. The higher the decision to buy Nevada t-shirts, the better the Nevada t-shirt brand image.

Price perception can have a positive influence and contribute to Nevada T-shirt purchasing decisions. The higher the perceived price of Nevada t-shirts, the higher the decision to purchase Nevada t-shirts.

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